

CONSUMPTION OF ALCOHOLIC LIQUORS IN S.A.

BULLETIN NO. 27 OF 1930.

DRINK BILL £2,577,087 (£2,644,641). PER HEAD £4.8.10 (£4.11.4).
BEER 8.75 (9.57) galls. SPIRITS 0.22 (0.24) pf. galls.per inhabitant.

VALUES PER INHABITANT. Whilst the total Drink Bill during the period of six years ended 1920-21 nearly doubled itself, and averaged £5.3.8 per inhabitant for 1920-21 compared with £2.19.2 in 1914-15, - rising prices being the contributing factor, - the consumption from that year remained fairly constant for several years reaching the maximum of £5.9.4 per inhabitant in 1926-27. For the subsequent three years to date constant substantial falls are recorded, the average value per inhabitant for 1929-30 being £4.8.10 compared with £4.11.4 in 1928-29, a decrease of £0.2.6 per inhabitant.

TOTAL VALUES. For the year ended 30th June, 1930, the alcoholic drink bill was estimated to be £2,577,087 (£2,644,641), decrease £67,554. The maximum was £3,096,470 in 1926-27.

QUANTITIES PER INHABITANT. During the period 1914-15 to 1926-27 the consumption of SPIRITS fell from 0.42 pf. gallons to 0.32 pf.galls. and of BEER from 12.10 gallons to 11.27 gallons, and from then to 1929-30 there was a rapid fall to 0.22 pf. gallons of spirits and 8.75 gallons of beer. The consumption of wine is estimated each year at 0.75 gallons per inhabitant, the data available being meagre for annual estimates.

TOTAL QUANTITIES. The total consumption of spirits was 130,225 (140,230) proof gallons and 5,077,457 (5,541,465) gallons of beer. From 1924-25 to 1929-30 the consumption of imported beer fell by 34% compared with a decrease of only 8% for local beer, and the consumption of imported spirits fell by 45%, compared with only 15% for local. During the same period the total quantity of beer consumed fell by 8½% and the total spirits by 31%, (whisky 37%, brandy 28%, gin 17½% and rum 34%).

CONVICTIONS FOR DRUNKENNESS. During the year 1929 there were 4,291 (4,946) convictions for drunkenness averaging 7.40 (8.57) convictions per 1,000 inhabitants. This is lower than any year since 1921 and much lower than 1914, when there were 5,243 convictions averaging 11.77 per 1,000 inhabitants. These convictions include several against the same person. Distinct persons convicted were 3,604 (3,645), average 6.22 (6.31) compared with the pre-war year 1914-15, 4,073, average 9.14.

NET REVENUE. From Customs and Excise Duties in the State for Alcoholic Beverages is given as £827,597 (£869,106), decrease £41,509.

SUMMARISED, THE FOLLOWING ARE THE PRINCIPAL DETAILS:-

Year	DRINK BILL		Gallons per Inhabitant Consumed		Year	DRUNKENNESS	
	Total	Per Inhabitant	Beer	Spirits		Convictions	Per 1,000 Inhabs.
	£	£ s. d.	galls.	pf.galls.		No.	No.
1914-15	1,326,185	2.19. 2	12.10	0.42	1914	5,243	11.77
1920-21	2,545,370	5. 3. 8	12.29	0.28	1920	3,448	7.08
1926-27	3,096,470	5. 9. 4	11.27	0.32	1926	6,029	10.79
1927-28	2,932,627	5. 1.10	10.59	0.28	1927	5,913	10.35
1928-29	2,644,641	4.11. 4	9.57	0.24	1928	4,946	8.57
1929-30	2,577,087	4. 8.10	8.75	0.22	1929	4,291	7.40
Year's Decrease	67,554	2. 6	0.82	0.02		655	1.17

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